

# contacts/news

VOL. 4, No. 8

A MONTHLY PUBLICATION FOR EATONIANS

November/68



Beth Hardy, Sportswear, takes a peek at the new 1968 Christmas Catalogue.

## Christmas Catalogue Sets Colour, Circulation Records

Christmas Catalogue total circulation records were topped following the distribution of the 1968 Holiday Season catalogues to customers in the Western Division.

The catalogue contains 394 pages with 271 pages in colour — and increase of 34 colour pages over 1967. In addition to 3,877 different pieces of merchandise featured in the catalogue are 14,475 items that can be ordered from stock.

To promote the catalogue, a catchy, swinging radio commercial was developed to emphasize the theme of the promotion — the catalogue has gifts for everyone and the convenience of shopping by telephone. The jingle's music and words were composed by the same tune-smiths who wrote the score for the theme song of the Ontario pavilion at Expo.

Merchandise highlights of the catalogue include outstanding gift-value items in the toys, fashions and home entertainment sections, such as a purse full of treasures for girls, a low priced remote control dryer, an exceptional choice of sweaters, and a wide range of tape records, radios and transistors.

## Eaton's Centennial Begins Jan. 1

### Century of Service to Canadian Customers

It was a cold, dry day on December 8, 1869, that Mr. Timothy Eaton unlocked the door for the first time in his little store at the south corner of Yonge and Queen Street in Toronto.

### Company Investigates Skyway Linking Downtown Store With Somerset Bldg.

An exciting proposed project to construct an enclosed pedestrian passageway linking the east side of Eaton's Winnipeg downtown store with the Somerset Building and the new North Star Inn is being investigated by Company officials.

In an interview, D. S. McGiverin, Group Vice-President Western Operations, said that the overpass idea is an attractive proposal and could be a practical first step to bring downtown shoppers in out of the cold of winter.

Managers of the Somerset Building, said that if the passageway is approved, it probably would be at the second level.

And from this humble beginning, Eaton's became the largest retail organization in Canada. From coast-to-coast, Eaton stores will be greeting 1969 with enthusiasm and excitement as the Company enters its centennial year. Plans are being formulated to make this occasion a memorable one.

Throughout 1969, promotions and sales will have a centennial flavour. Eaton stores will fly flags with a specially designed centennial symbol, which also incorporates the new wrap design.

### CENTENNIAL BOOK

A special commemorative book on Eaton's has been written by Canadian author William Stevenson and edited by Pierre Berton. This book will be donated to libraries and schools. In the Winnipeg store, room settings will be filled with antique furniture from local museums and historical societies. Other stores in the Division have been asked to contact local groups to loan items of historical interest for displays.

While many of the historical aspects of the Company's history will be featured during Centennial, they'll also be special emphasis on Eaton's role in the second century.

## G. R. Purchase Appointed To Head Office



Divisional Operating Manager G. R. Purchase has been appointed Company Commodity Manager in the Company Merchandise Offices in Toronto. Mr. Purchase joined Eaton in 1957 and became a Department Manager the following year. In 1963, he was promoted to Assistant Store Superintendent and two years later was appointed Divisional Operating Manager. Mr. Purchase's responsibilities in the Western Division have been assumed by W. H. Evans, who is now Divisional Personnel & Operating Manager.

## Retail Sales To Exceed \$25 Billion

Canadian retail sales are expected to top \$25,000,000,000 in 1968, according to D. W. Rollings, General Manager of the Retail Merchandise Association of Canada Inc.

Mr. Rollings said that since June, consumer spending has reached a level that assures an eight-percent increase in sales on the 1967 total of over \$23 billion.

The Retail Council of Canada also projects an eight-percent 1968 sales increase compared to last year's sales rise of 6.1 percent.



## COMMENT

## Education on Tap

Education didn't mean so much a few generations back. Learning a trade was enough for most people. Today's world is different. Education is the door opener, lack of it the barrier to many jobs. Nor is it enough to finish high school. At least some University is desirable now. Generally speaking, the more education, the better one's chances of advancement. Business and industry compete for qualified people, "qualified" usually means "educated." Dropouts have a hard way to go.

Recognizing the importance of education to individuals and to itself, our Company's Tuition Refund Plan helps staff to continue their education on their own time. This fall about 100 people took advantage of the refund plan to further their education.

## How To Brighten A Dull Routine

You're sick of everything. You're tired of the rut you're in. Here are a few thoughts making the ordinary day seem less predicable:

Get up half an hour earlier. Use the time to plan the day before the rush starts. Think about what's ahead. Experiment with thought shifting. When something goes wrong don't wail. Instead do something nice to make someone happy. Send your wife a rose. Bake your husband his favourite dinner. Happiness has a way of bounding back to cheer you up.

Play key word: Find one or two words to make you relax and smile. Or choose a favourite incident, a place that subconsciously brings a happy memory sweeping back. Try smiling.

Try remembering people's names.

Pay a sincere compliment to someone.

Repeat something nice you've heard about someone. Pick one of these — or try them all. They just might do the trick and make a dull routine brighter.

## contacts/news

VOLUME 4, NUMBER 8

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

## EDITOR:

Michael Hartley  
Publications Office  
T. Eaton Co. Limited  
8th Floor, Winnipeg  
Store  
Phone SU 3-2115

## CORRESPONDENTS:

Blanche Benson	Brandon
Bernice Chorney	Winnipeg Downtown Store
John Contant	Saskatoon
Annette D'Angelo	Port Arthur
Ruby Fraser	Winnipeg Service Building
Lillian Galvin	Regina
Ian Ross	Winnipeg Catalogue
Eve Wood	Polo Park
Ken Wright	Moose Jaw

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**BOOST GOAL:** Eaton's gift of \$177,500 to the United Way of Greater Winnipeg boosted the organization's 1968 goal of \$2,993,000 by nearly six per cent. Taking part in the presentation were United Way and Eaton Employees' Charitable Fund officials. From left to right, are past-president EECF Marge McKenzie, Telephone Order Board; vice-president EECF Bea Nash, Catalogue Sales Administration; Store Manager J. Evan Church; Miss United Way Barbara Dumas; Fund president Peter Dyck, Manager, Stationery; Fund Secretary Hannah Edward, Staff Relations, and J. A. Coulter, second vice-president, Community Welfare Planning Council.

\* \* \*

## Largest Single Donation To United Way Presented By Staff In Winnipeg Oct. 16

Miss United Way, Barbara Dumas, received from Peter Dyck, President of Eaton Employees' Charitable Fund, the largest single donation to the United Way of Greater Winnipeg at a presentation in Eaton's downtown store on October 16.

This amount represents a sum of \$90,000 from staff and a Company donation of \$87,500. The com-

bined total — \$177,500 — was nearly six per cent of the United Way's 1968 goal of \$2,993,000.

The presentation was made at the community welfare planning council's attractive exhibit which was part of the October Project Tomorrow Promotion. The CWPC is one of 53 agencies supported by the United Way.

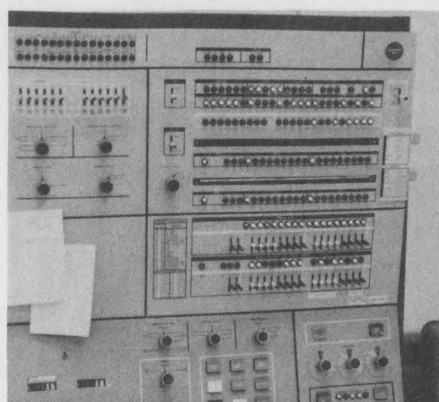


**BRANDON GIFT:** Bill Cavanagh, President of the Brandon Eaton Employees' Charitable Fund front row left, presented a cheque from the store to the city's United Appeal campaign chairman, Guy Laliberte. On hand at the presentation were fund committee members, back row, left to right, Jack Scribner, Mens' Shoes, Florence Cowan, General Office, Elvira Lamont, Drugs, and Jessie Holisko, Hardware. Missing is Mary McKenzie, Linens.



**SUPPORT NEEDY:** Chairman of the Saskatoon United Appeal Gus Bell, left, received a cheque from staff contributions from Dick Vogelgestang, chairman of the store's charitable fund.





## Machines Made To Increase Efficiency

More fiction, fantasy and sheer nonsense has been woven about computers than any other workhorse in the service of modern business. Yet, despite the aura of science fiction that surrounds them, computers are vital tools in the day-to-day running of a retailing organization.

Computers first came to Eaton's in Winnipeg three years ago. Since then we've used them to improve services to customers and to increase efficiency.

Recently a team of EDP personnel under the direction of Data Processing Supervisor Gladys Langan developed a program that'll make Eaton's computer — an IBM System/360 — work more efficiently.

The system known as Spooling — short for Simultaneous Peripheral Operations on Line — can cut computer time usage by up to 30 per cent.

Spooling is a multi-programming system that allows two separate operations to be run through the machine concurrently. To date, spooling has been applied to the Fashion Reporting, Applied Inventory Management and Accounts Receivable Systems.

Time saved by Spooling not only cuts costs, but increases the number of new programs the computer can process.



The developers of the new Spooling system were Data Processing Supervisor Gladys Langan, left, and Janice Bakal, Program Analyst. Missing is Chris Scatliff, IBM System's Engineer.



Telephone Order Board Supervisor Dunny Dewar and Donna Metz, Catalogue Order Board, get acquainted with a Centrex consol. This new equipment will replace telephone switch boards.

NEW PHONE SYSTEM . . .

. . . BEGINS FEB. '69

## Staff Planners Prepare For Centrex

Winnipeg's first Centrex telephone system is slated to go into operation in Eaton's on Monday, February 24, 1969.

The installation of telephone equipment, necessary for the operation of Centrex, in the Manitoba Telephone System's Portage Avenue East building and on Company premises is nearing completion.

A special internal telephone directory, listing over 1300 different numbers that have been assigned to departments and individual telephones, is being compiled. The deadline date for listings in the directory is December 2. Departments who have not yet sent in their requests for telephone numbers and names to be listed in the directory are urged to do so before the cut-off date. All four-digit telephone numbers allocated to each phone will be

listed. The four digit numbers are used for internal calling between phones in the Winnipeg Eaton complex. For outside calls to Eaton's, the Centrex office number "988" must be dialed plus the four digits assigned to the telephone.

The new directory will be distributed to telephone users within the Winnipeg complex, as well as to Eaton stores and order offices across the Division. In addition to listing the new telephone numbers, the directory will also contain a special section describing the correct way to dial intercom, local and long distance calls. To tell staff about the new service, a training task force is being assembled to make sure all telephone users are thoroughly familiar with Centrex.

The new system has been designed for expansion to meet Eaton's growing telephone needs. Centrex provides the ultimate in caller convenience. When the system is in operation it will give us at Eaton's the same kind of direct, fast, personal telephone service that we have at home.

With Centrex, everyone calling

you at work will be able to dial direct to your own individual number. Many incoming calls will bypass our busy switchboards enabling attendants to give faster and more complete attention to callers who need assistance.

To help inform callers about the coming of Centrex, news releases will be sent to local and trade publications, and advertisements will appear in the newspapers. Post cards with the Eaton Centrex symbol, below, will be mailed to our suppliers to remind them of the changeover.

However, one of the most effective ways of informing people about the system's direct dialing features is through plain, old-fashioned talking. And the best way of assuring the success of the new service will be for everyone at Eaton's to tell those who call us that they can dial direct.

When Centrex goes into operation next year, make sure your business associates and anyone who may call you at Eaton's knows the telephone number, "988"-plus 4-digits, that's assigned to your phone.



The Eaton Centrex symbol was designed by Company advertising artists. It will appear on promotional material announcing the new telephone system.





Cecil Staigh, Saskatoon Advertising, stands amid his oil paintings and water colours which were on exhibit during the artist's first one-man show held in the St. James Galleries.

\* \* \*

### ONE MAN SHOW

## Cecil Staigh Achieves Lifetime Goal

Works Praised by Former Prime Minister

You never know when the fellow working next to you may have an artistic hobby that reaches professionalism in the finished product.

Such is the case of Cecil Staigh, Saskatoon Advertising, who fulfilled a lifetime goal with the staging of his first one-man show at the St. James Art Gallery in Saskatoon.

Among the congratulatory messages received was one from former Prime Minister John Diefenbaker, who counts among his prize possessions two paintings of the old Diefenbaker homestead done by Mr. Staigh.

Cecil's 42 paintings were for the most part scenes of the Prairies and Saskatoon. It was the later works that received lavish praise from the opening night crowd, since most of those present were Prairie people whose memories were stirred by the deserted log cabins, the old Chinese laundry, and other familiar scenes of the city and countryside.

Saskatoon author Eugenie Thomas officially opened the show. Mrs. Thomas, a former teacher, recalled that the artist had shown early

promise in pencil sketches he did at school and later progressed to oil painting and water colours. Although his painting career had extended over many years, she pointed out it was only recently that he had taken any professional instruction.

In 1963, a breakthrough came when artist Staigh sold four of his oil paints which were used in Christmas cards. A year later he won third prize with a water colour in the Saskatoon Industrial Exhibition.

Mr. Staigh, who has been 21 years with Eaton's, started his career in the Foodateria department and for the last 19 years has worked in the Ticket Writing and Advertising departments.

## SERVICE ANNIVERSARIES

### 40 YEARS



Mr. D. H. Evans, Supervisor, Winnipeg Central Receiving, November 5.



E. B. Cawsey, Sales Manager, Regina, November 5.



Mr. H. Kuhn, Winnipeg Basement Meats, November 13.



Mr. C. T. A. Morris, Winnipeg Downtown Washers and Dryers, December 5.



Mr. J. A. Ferguson, Group Merchandise Manager, L.P.S. and Foodateria, Winnipeg, December 6.



Mr. J. Erlindson, Supervisor, Winnipeg Engineers, December 20.



R. D. Randall, Saskatoon Sales Manager, Men's Wear, December 31.

### 25 YEARS



Mrs. Nellie Urchyn, Telephone Order Room, December 31.



Miss Mary Balzer, Catalogue Salesroom, December 2.

DURING DECEMBER four men will celebrate 40 years and two women and two men will celebrate 25 years.

In addition to those in the photographs are: Mr. J. Wood, General Office, December 31 — 40 years.

Mr. M. J. Egan, Order Filling, 5th Floor, December 6 and Mr. George Swift, Sporting Goods, December 6, 25 years.

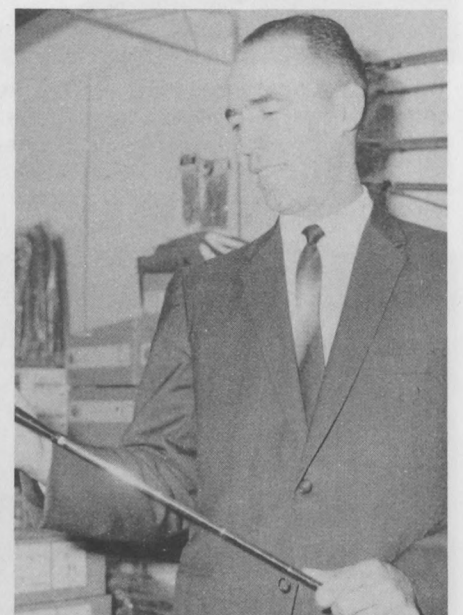
## First Aiders Complete Course

Thirteen Service Building staff members are now equipped to give first aid, after their completion of an 8-week course, sponsored by the St. John's Ambulance Brigade and co-ordinated by Betty Barclay, Service Bldg. nurse.

The qualified first aiders are Anne Surbey, Jantina Vandenaller, Barry Antonius, Raymond Carpentier, William Beckett, John Goodrich, Ian Johnston, John Millions, Jacob Rempel, Raymond Senez, Harvey Sheidown, John Wright and David Zacharias.



NEW SKILL: Ann Surbey, Catalogue Merchandise Control, demonstrates her recently acquired first aid skills on William Beckett, Upholstery workroom. Mrs. Surbey is putting the finishing touches on an arm sling. Both staff members were among the 13 people who recently completed a St. John's Ambulance first aid course.



TOP GOLFER: Bill Black, Brandon, Men's Suits and Coats, won the Viking Trophy, the top award in the store's annual golf tournament which was held at the Sunnyside Golf Club.



## Staff Participate in Business/Youth Program

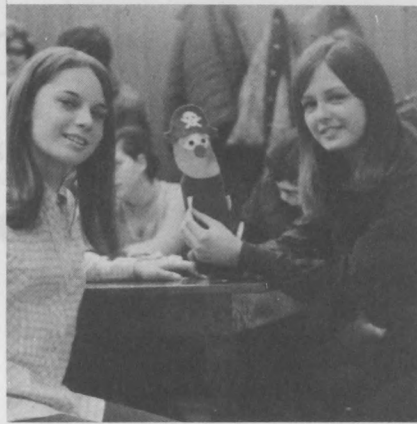
### JATECO



Alan Lauder, right.



Janis Perry, centre.



The finished product.

*Operating a company in miniature is certainly one of the best ways of learning about the business world . . . I think Junior Achievement will help me be better equipped when I go out and look for a job . . . I'll know something about how a business runs.*

These are a few comments made by high school students belonging to two companies guided by Eaton advisors, under the wing of Junior Achievement — a program designed to give young people a better understanding of how the free enterprise business system operates.

Each company meets one night a week at the Junior Achievement Centre in Winnipeg, where it

conducts all affairs connected with the management, production and sales of a selected product.

For example, JATECO, an Eaton JA company advised by Janis Perry, management, Allan Lauder, production, and Rick Titarniuk, sales, are manufacturing a Santa Claus bottle cover. The second staff advised firm, PSYCOJAX UNLIMITED, are creating brightly painted pictures for decoration or writing paper covers. The Company is counselled by Ken Von Platen, production, Cy Baker, management, and Ian Leithead, sales.

In Winnipeg more than 35 JA firms are guided by volunteers from business and industry.

### PSYCOJAX



Ian Leithead



Cy Baker



Ken Von Platen, centre

## NEWSMAKERS

Host chairman of the International Materials Management seminar in Winnipeg was Reg Hart, Group Operating Supervisor, Service Building. Among the 47 delegates from the US and Canada who attended the one-day event at the International Inn were Rick Chase, Merchandise Processing Manager, C & D Groups, Hero Laninga, Stock Room Supervisor, and Bruce Stocks, Industrial Engineering.

\* \* \*

Mrs. A. Campigotto, Polo Park Coffee Bar, and her daughter Angela Campigotto, Downtown Stationery, attended the 1968 Olympics in Mexico City. They saw the opening ceremony and several sporting events during the first four days. They were impressed with the city's friendly people, excellent bus service and warm weather. In the parks, television sets were set up so poorer citizens could watch the Olympics. The Campigottos also went to a bull fight, climbed up an Aztec pyramid, and toured a silver and leather factory.

\* \* \*

Approximately 600 women and a handful of men met at the Hotel Saskatchewan for the fifth annual Sportswomen's dinner sponsored by the Regina Lakeside Lions Club. General Chairman of the event was Don Kinghorn, Manager, Regina Furniture department. Proceeds from the dinner were earmarked for Lions club charities.

\* \* \*

Wayne Wood, the 15-year-old son of Eve Wood, Polo Park Employment Office, is a member of the all-star team which will represent Winnipeg in junior hockey tournament to be held in Los Angeles and San Francisco at Easter. Wayne plays for the Assiniboine-Deer Lodge League.

\* \* \*

Jim McNeil, Polo Park Ladies' Shoes, has been elected student president of the St. James Collegiate.

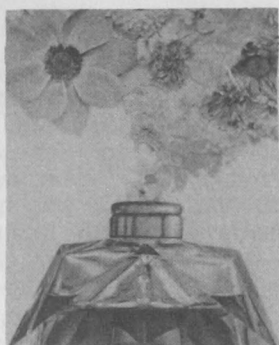
## GIFTS GALORE AT CHRISTMAS LANE — WINNIPEG DOWNTOWN STORE



Stroll down Christmas Lane on the 7th Floor, Winnipeg Downtown store, and you'll see gift items galore for young and old, ranging from Chinese gods to exotic food packages. In the "Bar Shop", at far left, are Dave McLeod, Rosalie McLoughlin, and James Papas. Trimming a Polish Christmas tree in the

"Candle Shop" are Gail Weselake and Bernice Onyshko, while behind the counter in the "Gourmey Shop" is Hester Wells. Manning the "Discovery Christmas Shop" far right, is Regan Fleming. Her customer is Janice Watson.





## The Sweet Smell of Success

There's a lot more than meets the eye — or the nose — in the tiny glass bottles which adorn Eaton's perfume counters.

The art of perfumery consists in extracting, blending, and preserving the essential oils of plants and other fragrant substances so that their perfume can be released into the air at will.

The modern perfumer, like his medicine-man ancestor, derives his ideas and ingredients from nature's vast storehouse of flowers, grasses, roots, barks, fruits, resins, herbs, and spices. These plant essences are mixed with certain curious and costly animal fixatives that hold the blend together and impart a heady and penetrating quality.

Four products are used for this purpose — musk, from the glands of the Himalayan musk deer; civet, from the African civet cat; castor, from the Canadian beaver; ambergris, produced in the stomach of the sperm whale.

How are they extracted? The deer must be killed to remove its musk carrying glands. The reddish-brown, grainy substance is becoming increasingly rare because musk deer are scarce and hunting them is difficult.

Civet originated from a special gland of the civet cat, an African animal especially common in Ethiopia. These cats are kept in cages, fed on raw meat, and teased until they're furious. This develops the secretion within the gland which is scooped out of the living animal.

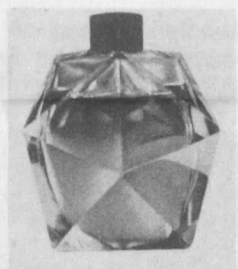
The glands of beavers produce castor, and the animal must be

killed to obtain it. Castor is the most widely used animal product.

A secretion known as ambergris forms in the intestines of sperm whales around any hard object they have swallowed and can't digest. It's found floating on the sea or washed up on beaches in masses as large as 200 pounds.

In addition to some 600-odd natural oils at the perfumer's disposal, more than 2500 synthetics are available today.

How did perfume originate? The earliest form of perfume was



incense. The ancient Egyptians learned how to use a still to extract the scent of rose petals. Cleopatra filled her barge with costly perfumes when she went to woo Mark Antony, and the smell was so great that crowds followed the craft with delight.

After the fall of Rome, perfume making ceased in Europe until the middle ages. With the help from the Arabs, Europeans became acquainted with alcohol, the perfect diluting agent and carrier for scent.

In the 1500's France became a major perfume centre. From the day that Catherine de Medicis brought her private perfumer—he was also a skillful poisoner—to Paris when she married Henri II, the French Court was awash with perfume. Paris perfumed its fountains; Mme. de Pompadour ran up an annual perfume bill amounting to thousands of dollars; Napoleon used dozens of bottles of Eau de Cologne a month.

The region around the French town of Grasse, near the Mediterranean Sea, supplied the flowers as it does today. By the 20th century, Paris was the

manufacturing centre that made the most famous and expensive perfumes in the world. Then, during the 1920's, several famous couturiers went into the perfume business, and in the fitting rooms salesgirls persuaded their customers to sample the house's fragrance and spread its prestige.

How to select perfume? Mary Willson of the Downtown Winnipeg store's Perfume Counter suggests to her customers that like a hat, any scent should be tried on. "To test, apply a bit to the wrist and sniff it over a period of time," Mrs. Willson said. "And never try more than two perfumes at one session."

The most expensive perfume in the world costs \$60 an ounce. Despite the luxury price levels, the perfume business is not a get-rich-quick operation. "For every fragrance that succeeds," said Mrs. Willson, "scores fail, and few become best sellers overnight." No one knows precisely what makes some perfumes more popular than others.

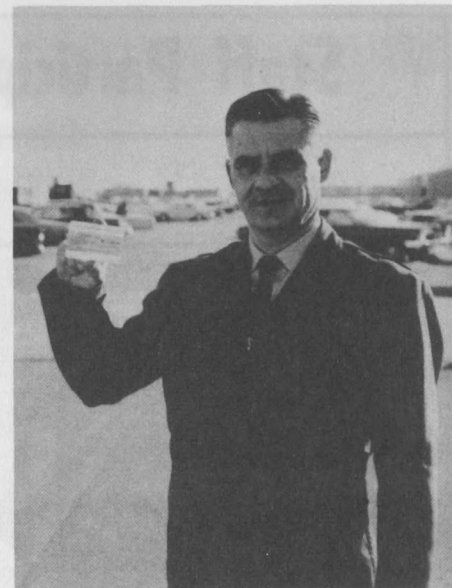
"The most desirable and enduring perfumes are found in the middle odour scale between absolute dry and absolute sweet," said Mary Willson, who has been with Eaton's Perfume Counter for nine years. "Most of today's preferred blends follow this centre-of-the-road trend," she added.

Molly Shaver, Port Arthur Cosmetics, enjoys experimenting with different fragrances. "Finding the customer the right scent for her body chemistry is fascinating," she said.

But the fragrance itself is only one factor. The name, the package, the advertising must all be perfectly orchestrated.



Molly Shaver, Port Arthur Cosmetics.



FIRST GRADUATE: Bon Gall, Service Building Delivery, was a member of the first class to graduate from the Greater Winnipeg Safety Council's new defensive driving course. Mr. Gall, who has been with Eaton's for 23 years, received his wallet-size certificate from the Honourable E. Gurney Evans, Minister of Finance.

## Newsmakers

Continued

A reception was held in honour of T. M. Miller, D. H. Evans, C. B. Peters, J. A. Ferguson and J. Erlindson at the Fort Garry Hotel in Winnipeg on November 19. The occasion marked Mr. Miller's retirement from the Company and 40th anniversaries for Mr. Evans, Mr. Peters, Mr. Ferguson and Mr. Erlindson.

\* \* \*

Albert Hudec, Regina Customer Services, was presented with the Regina University's prize in arts and science as well as a distinction award.

\* \* \*

To celebrate the winning of the Red Dot trophy for the top department in the TACA sale, the Lamp department in Winnipeg held a get-together at the home of Alma Williamson. Those who attended the event were Marlene Caton, Gert Lavoie, Edith Robertson, Mary-Lou Boulette, Marg Johnston, Dora Craigie, Thelma Milne, Cathy Vanwent, Hazel Philpott, Wendy Prentice, Herb Kulik, Mary Campbell, Gary Reid, and George Gould.

## Western Division Appointments

### WINNIPEG

Miss E. Ingram, Buyer 241, Sportswear.

Mr. B. R. Stocks, Methods Engineering Supervisor.

Mr. P. Y. Jacob, Sales Manager 341, 344, 246.

### NORTH BATTLEFORD

Mr. F. Goodman, Sales Manager Group C & D.



Mary Willson, Winnipeg Downtown Perfume Counter.





The winners of the management training effective speaking gavel were Helene Passalis, Sportswear, and Phil Minnick, Sporting Goods.

\* \* \*

## Winnipeg Trainees Graduate

For some 38 Eatonians November marked the completion of a comprehensive course in self-development, practical human relations and merchandising techniques.

Company specialists in operating, merchandising, personnel and management services addressed the group during their training sessions. The course was co-ordinated by Dave McKenzie, Staff Development Supervisor.

Trainees were presented with American Management Association

and public speaking certificates. The best speakers, Phil Minnick and Helene Passalis, received gavels.

Course milestones included a presentation by Eaton's management consultants Woods & Gordon on the Canadian Retail Market, a sales and motivation workshop, and a study of the Company's buying operations.

Trainees who completed the course were: Coleen Bredin, Market Research; Susan Clark, College & Career Shop; Marilyn Dadalt, Store Mdse. Control; Jean Docherty, Cat. Tel. Order Board; Pamela Freko, Sportswear; Barry Gray, Industrial Engineering; Michael Harris, Employment Office; Gail Keillor, Gift Court, Polo Park; Charles Kilchenman, Restaurant Supervisor; Harry Kuziw, Industrial Engineering; Linda Matheson, Wage Administration; Brian Muirhead, Store Mdse. Control; James Pappas, Display; Helen Passalis, Sportswear; Rod Peeler, Adam Shop; Gail Poole, Perfume Counter; Gary Read, Industrial Engineering; Rhoda Shatsky, Misses' Dresses; Barbara Stone, Polo Park, College & Career; Michael Wainwright, Wage Administration and Dave Wilson, Restaurant Office.

Janet Billington, Store Mdse. Control; Larry Bishop, Hardware; Ken Bonnett, Cat. Mdse. Control; Peter Buckler, Infants wear; Curtis Butterfield, Service Bldg. Salesroom; Ken Collins, Polo Park, Men's Suits and Coats; Janice Draho, Polo Park Elec. Appliances; Howard Funk, Radio & T.V.; Robert Gerelus, Diamonds; Dennis Larson, Ladies' Shoes; Roger Leonard, Polo Park, Ladies' Shoes; Dave Loch, Pine Room; Carole Makar, Action Five, Children's Wear; Dave McLeod, Men's Pants; Phil Minnick, Sporting Goods; Joyce Strathdee, Polo Park, College and Career, and Pauline Tetreault, Mdse. Office.



**PRAISED BY CUSTOMERS:** Frank Harrington, Regina Sales Manager, presented Ethel Musgrove, Fur Storage, with a customer service award. Mrs. Musgrove's department received many complimentary letters from customers for her excellent workmanship.

## JOB PROFILE

### Furniture Finisher John Baddeley



Mr. Baddeley hand polishes a bench to bring back its original lustre.

PEOPLE LIKE TO READ about people. They also like to know what others are doing. John Baddeley, a Furniture Finisher in the Service Building, has an interesting job. John learned his trade in the United Kingdom and has been two years with the Company. His work involves restoring a wide range of furnishings to their original lustre. When a customer wants some furniture restored it's stripped, repaired and polished. The polishing is done by hand or with a spray gun.

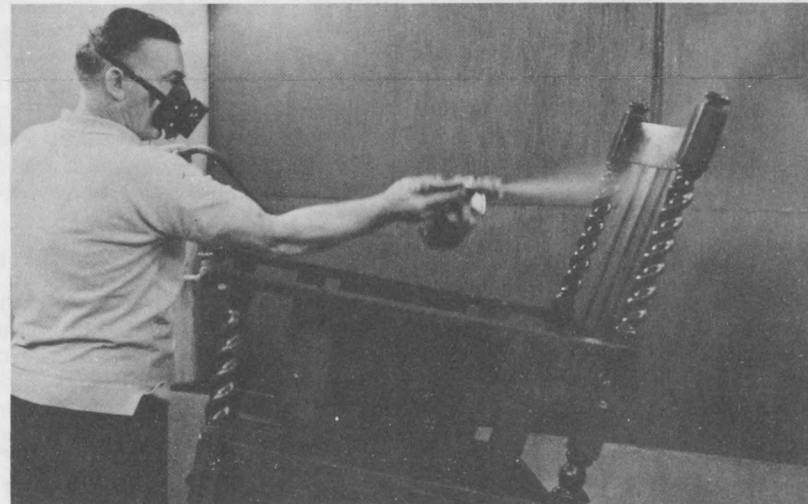
In the spray room, John Baddeley wears a mask on-the-job to protect him from fumes. Running water down the rear wall attracts spray particles and a fan at the base of

the stream sucks out the particle-clogged water.

Furniture Finisher Baddeley also sprays refrigerators and stoves with a satin finish. Sprayed items are dried under lights which dry the furniture at a uniform rate.

Hand polishing is usually reserved for expensive or ornate furniture. Pianos are one of the most common items requiring polishing.

Eaton's reputation for expert workmanship in restoring furnishings is becoming well known in areas outside of Manitoba. As proof of their skill, furniture has been occasionally shipped in from the United States for repair by Eaton craftsmen.



John Baddeley uses a spray gun to restore the finish of a wooden rocker. He's wearing a mask for protection against fumes.

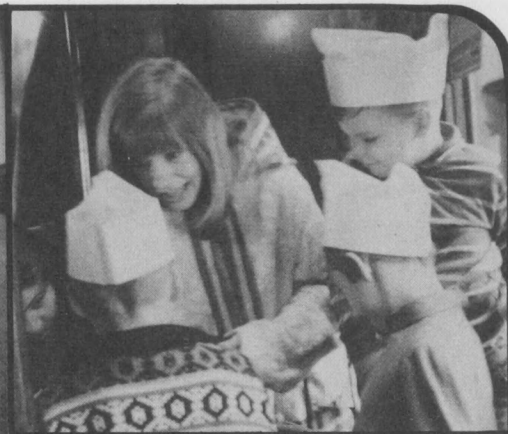


**MONTREAL PERFORMANCE:** The 65 members of the Winnipeg Seven Oaks School Division Band under the direction of Albert Horch played for customers in Eaton's Montreal Store after their scheduled performance on the plaza of Place Ville Marie had been rained out. Arrangements were made for them to appear at Eaton's, where they were later treated to lunch. The band gave six performances at the International Band Shell of the Man and his World exhibition.





ALL ABOARD!



Dear Santa:

Thank you for meeting us on the SANTATRIN. It was exciting. First we left Winnipeg's CN station at 12:30 p.m., on Sunday, November 24. For several of the kids, this was their first time on a train. We passed the Red River, Polo Park and the airport. And then into the country. The prairies looked flat. You should have seen all the excitement when the magician arrived. He was funny. He made money disappear from people's hands. When he left, Eaton's Junior Councillors and Junior Executives, dressed in fancy outfits, kept us amused with stories. Suddenly, the train stopped.

I rushed to the window and caught a glimpse of you standing on the Santa Town platform and waving. A girl from the next coach said she had seen you get on. Then the train turned around and started back home.

It wasn't long before you arrived in our coach and talked to everyone. You asked me what I wanted for Christmas and I told you. And you chuckled when I said Mrs. Claus should give you an electric razor.

One of the men on the train said Eaton's plans several more trips to SANTA TOWN. That'll keep you busy.

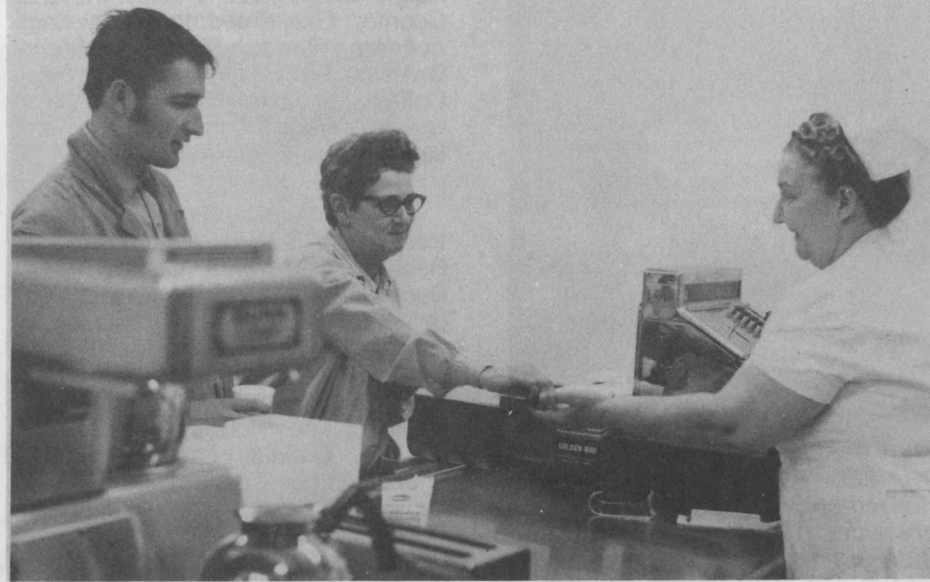
Your friend,

JIMMY

## NEW SERVICE BUILDING CAFETERIA



The new cafeteria at the north end of the Service Building is located on the second floor, above the delivery offices. The lunchroom has a seating capacity of 60.



In charge of the new cafeteria is Chris Glanfield, at right. An average number of 500 cups of coffee are served daily, in addition to snacks and meals.



## Paris Designer's Futuristic Fashions Attracts Crowds To Galaxy Boutique

A major attraction at the Winnipeg store's recent "project Tomorrow" promotion was the futuristic fashions of Paris Designer Ruben Torres.

Staged in the store's fourth floor Galaxy Boutique, the show featured

Top left, Paris Designer Ruben Torres wears a helmet and an outfit he expects will be like the business suit of the future. Model's dress has a bat design on the front.

Bottom left, Ruben Torres designs all his clothes without button. Note the zippers on the jacket.

Below, Model's close fitting dress is decorated with the designer's "T" insignia.



men's and women's fashions from the Texas-born designer's latest collection — seen for the first time in Winnipeg.

All materials used in Torres's fashions are synthetic. The Paris Designer considers that clothes of the future will be made from metallic or chemical fabrics.

Torres's dress designs for women have simple and uncluttered lines. His men's outfits are also moulded with short jackets, closely fitted to the waist.

In an interview, Ruben Torres said that three years ago he took off his tie and swore never to wear one again. He offered it to a museum where he said it belonged. Torres also considers buttons and hats will soon be relics of the past.

Helmets became popular with students in Paris during last May's riots, and were used as a protective measure. Torres claims that young people in France are now wearing helmets to match their cars. Ruben Torres commented on other highlights. He said: "My collection includes stretch fabrics, supple jerseys clinging to the shape of the body without accentuating it, kinds of protective cuirass (armour plating) in light plastic held by small chains, suits without buttons or unnecessary fastenings conceived for the car and the motorcycle."

### GOLD MEDAL

Torres, a top-notch horseman, marksman and fencer, received an Olympic gold medal in 1968 for his contribution to the designing of the uniforms for the French team at the Winter Games at Grenoble, France.

At the invitation of the Russian Government, Torres presented his collection in Moscow. This month he will be showing his fashions in Budapest, Hungary.



**TENNIS CHAMPS:** Margaret Montgomery, Store Personnel Office, and Dave Arlidge, Service Building Personnel Manager, captured the Eaton tennis club's singles ladder competition finals.

## Leisure Days Ahead

Best wishes to the following Eatonians on their retirement.

### WINNIPEG

Mr. J. C. Francis, Buying Office, 48 years of service.

Mr. S. J. Lentle, Assembly and Shipping, 48 years of service.

Mr. T. Miller, Community Relations, 29 years of service.

Mr. G. A. Mustard, Garage, 28 years of service.

Mrs. A. Stefankow, Grill Dining Room, 28 years of service.

Mr. J. C. Bellehumeur, Catalogue Order Filling, 25 years of service.

Miss F. Kowlyk, Grill Dining Room, 25 years of service.

Mrs. C. Lockhart, Hardware, 22 years of service.

Miss A. Ralph, Lamps, 18 years of service.

### SASKATOON

Mrs. P. Dutka, Wages, 16 years of service.

### NEEPAWA

Mrs. M. Arbuckle, Neeppawa C.S.O., 15 years of service.

## CONTACTS QUIZ

# Who Christmas Shops . . . Moms or Pops?

Six Eatonians, four women and two men, were asked who does the Christmas shopping — the husband or the wife. And judging by the answers, there's no doubt who's the favoured festive shopper.



Ethel Van Nes, Saskatoon Store. "We prefer to do the Christmas shopping for the family together. In my experience it works out better that way."



Warren Bemister, Catalogue Merchandise Control Buyer. "There's absolutely no doubt in my mind . . . the wife should do the Christmas shopping. Why? Because she's more in tune with the family's wishes."



Ann Livingstone, Cash Office, Polo Park. "I do the Christmas shopping because my husband's colour blind."



Joan Stewart, Winnipeg Downtown Ensemble Shop. "I do the shopping. My husband waits until the last minute before Christmas and by that time most of the best buys are gone."



Jack Spillet, Winnipeg Service Building. "My wife does all our Christmas shopping. She knows what the family wants. Besides she says I spend too much."

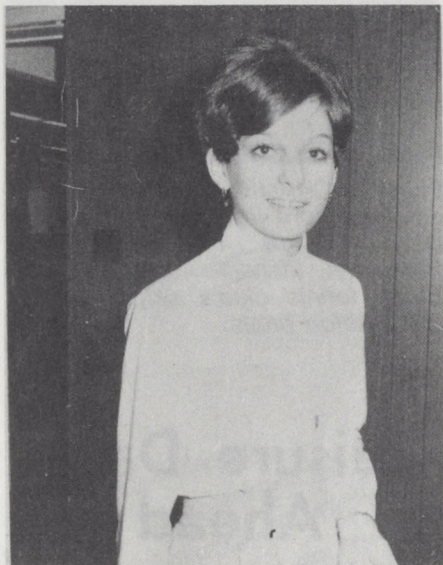


Helen Stocks, Brandon Drugs. "To avoid any conflicts of opinion, my husband and I do all our Christmas shopping together."



## 24 Eatonians Win Cash Awards Totalling \$540

A total of \$540 has been presented to 24 staff members who won awards in three recent monthly Division-wide accounts promotion contests.



For designing a coat and dress ensemble, Laverne Horauf, Regina Drugs, was awarded first prize in a recent Singer Sewing Machine contest. This is the second top award she has received for sewing.

The three divisional winners were presented with cash prizes of \$75 each. They were Evelyn Biagioni, Heavy Goods Store, Kamloops, B.C.; Gordon Campbell, Radios and T.V.'s, Winnipeg, and Ethel Kelley, Pianos and Organs, Regina.

The following received the runner-up awards of \$15: Mrs. H. Dueck, CSO, Winkler; Katherine Butt, CSO, Tisdale, Saskatchewan; Lenore Schmidt, Saskatoon Hardware; Mary Coleman, Saskatoon Accounts Office; Mrs. Ethel Van Nes, Saskatoon; Violet Hopkins, Port Arthur Accounts Office; Bryon McMillan, Port Arthur; Mabel McGonicle, Port Arthur; Lavada Porter, Brandon Drugs; Albert Schroeder, Brandon Radios and T.V.'s; Esther Nicol, Brandon CSO; Ron Hildebrand, Regina; Marvin Webb, Regina Radios and T.V.'s; Melvin McElree, Regina Stoves; Grace Corcoran, Penticton, B.C.; Gordon Kyle, Yorkton; Clair Strong, Winnipeg CSO; Margaret Hoff, Heavy Goods Store, Weyburn, Saskatchewan; Percy King, Winnipeg Pianos and Organs; Larry Knox, Winnipeg Radios and T.V.'s and Bernice Phiefer, Winnipeg, Winnipeg Budget Home Furnishings.



**CASH AWARDS:** Divisional Credit Manager Bob Adams, second left, presented \$90 in prizes to the winners of the Winnipeg Customers' Accounts promotion special contest October 15-31. From left to right are: Clare Kohler, Polo Park, White Goods (\$15); Mr. Adams; Helen Chmilnisky, Telephone Order Room (\$25), and Jim Coombe, Downtown Furniture (\$50).



Volunteer instructors were on hand for the opening of the Eaton curling season in Winnipeg at the Highlander rink. Doug Brault, Wage Administration, above, coaches Greta Hughes, Polo Park Cosmetics.



Jim Thomson, Jewellery Workroom Supervisor, explains curling strategy to Irene Cameron, Downtown Accounts, left, Edna Yamashita, Home Furnishings Stock, Laura Huehn of the Downtown Accounts Office. Other instructors who took part in the training sessions were Stan Bilyk, Bill Odell, Ken Morrison and Dave McKenzie.



**PRINCESS MARITA:** The 1968-69 princess of the Winnipeg Fasching Karneval, named after the German-Dutch festival, is Marita Klein, Divisional Merchandise Office. Following her coronation, Miss Klein and Prince Stan Reimer, visited Winnipeg Mayor Stephen Juba, who officially proclaimed the festival season open.

## Driver Award Presented To Cecil McDougall

Reliability is a word people use to describe Cecil D. McDougall, the Winnipeg parcel delivery driver who was awarded the November Driver-of-the-month prize for the division. Mr. McDougall started with the Company in 1944 and since then has earned a solid reputation for top notch customer service. When asked to comment on his excellent record, he says, "It helps to have a sense of humour and a keen awareness of the needs of our customers."



CECIL D. McDOUGALL



**ADAM SHOP SHOW:** Mike Harris, Employment Office, is all set for the slopes in this ski outfit he wore during the Adam Shop fashion show held in the Winnipeg downtown store, November 5. Also taking part in the show were commentator Steve Frewen, Adam Shop Manager and Buyer, Paul Stiller, Adam Shop, and Mike Gravener, Men's Wear.